

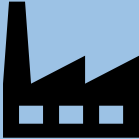


## Personal Services Industry Profile in WDB 17 – Stearns Benton

There were **94 personal care services establishments** providing **555 jobs** in WDB 17, Stearns and Benton Counties through the 3<sup>rd</sup> quarter of 2019, according to data from DEED's Quarterly Census of Employment & Wages program. In addition to covered employment, there is a significant amount of self-employment in personal services, accounting for **441 firms** and more than \$11.8 million in total sales receipts, an average of \$26,839 sales per firm (see Table 1).

Table 1. WDB 17		Qtr. 1 – Qtr. 3 2019 Data				Self-Employed		
NAICS	Industry Title	Number of Firms, Q1-Q3	Number of Jobs, Q1-Q3	Total Payroll, Q1-Q3	Avg. Annual Wage, Q1-Q3	Number of Firms, 2017	Total Receipts, (\$1000s)	Avg. Sales, 2017
0	Total, All Industries	5,337	104,676	\$3,697,454,542	\$45,561	13,383	\$680,161	\$50,823
8121	Personal Care Services	94	555	\$9,854,665	\$21,394	441	\$11,836	\$26,839
81211	Hair, Nail, and Skin Care Services	4,416	87,658	\$3,138,219,028	\$36,123	340	\$9,154	\$26,924
81219	Other Personal Care Services	505	2,937	\$65,456,697	\$25,948	101	\$2,682	\$26,554

Source: DEED Quarterly Census of Employment & Wages

Being a regional population and employment center, Stearns County has the largest number of jobs in personal service industries, with 63 percent of covered personal care services employment in the WDB 17 region. Wages in the personal care industry are also significantly higher in Stearns County compared to Benton County (see Table 2).

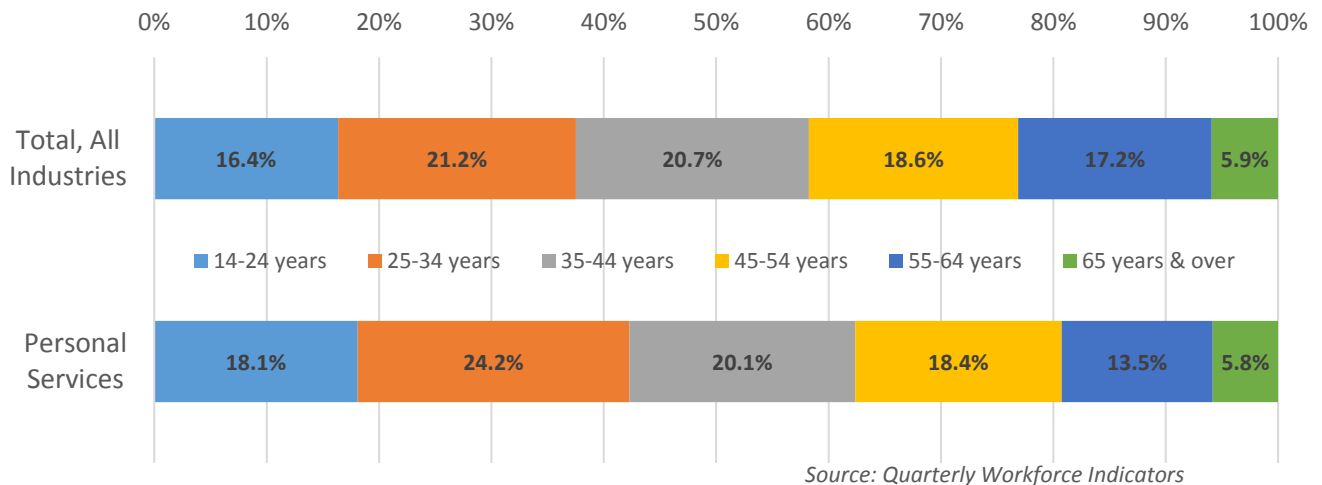
Table 2. WDB 17 Employment Statistics by County, Qtr. 1 - Qtr. 3 2019									
		Total, All Industries		Personal Care Services Covered Employment			Personal Care Services Self-Employment		
		Number of Firms	Number of Jobs	Number of Firms	Number of Jobs	Avg. Wages	Number of Firms	Receipts (\$1000s)	Avg. Sales
Benton Co.		992	17,469	6	18	\$18,746	93	\$2,163	\$23,258
Stearns Co.		4,345	87,207	88	537	\$24,041	348	\$9,673	\$27,796

Source: DEED Quarterly Census of Employment & Wages

For more information, contact Luke Greiner, DEED's Central Regional Analyst at 320-308-5378 or email at [luke.greiner@state.mn.us](mailto:luke.greiner@state.mn.us).

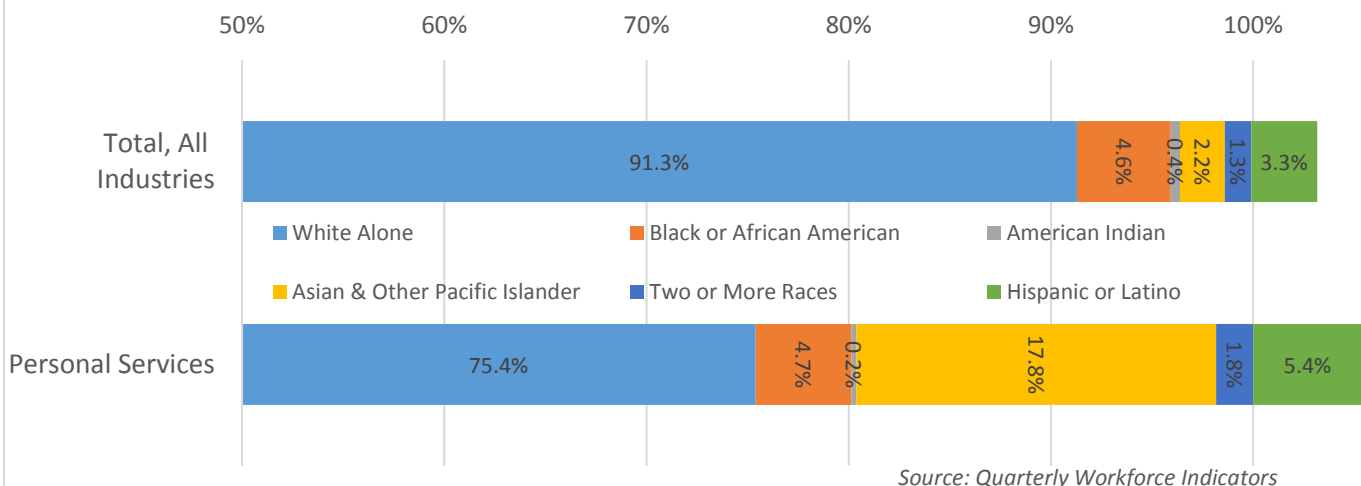
Workers in the personal services industry are slightly younger than in all other industries combined. Through the second quarter of 2019, just over four-in-ten (42.3%) of the personal service workforce in WDB 17 was younger than 35, including almost one-quarter (24.2%) that were 25 to 34 years. This means that there was a slightly smaller percentage of people in their 50's and older (see Figure 1).

**Figure 1. WDB 17 - Workforce by Age Group, Q2 2019**



Personal service workers in WDB 17 were more diverse than the total of all industries combined. In the second quarter of 2019, the share of Asian and other Pacific Islanders was eight times higher than the overall economy. Hispanic and Latino workers are also over represented in the personal services industry, holding 5.4 percent of employment. (see Figure 2 – please note that the numbers add up to more than 100% because Hispanic or Latino is an ethnicity rather than a race).

**Figure 2. WDB 17 - Workforce by Race or Origin, Q2 2019**



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